

Pollution Prevention Week Planning Calendar

APRIL/MAY

- ☐ Identify individuals within your organization interested in helping to coordinate activities.
- ☐ Partner with other local agencies, business groups, and/or community/environmental organizations.
- ☐ Convene a planning group meeting.
- ☐ Review list of suggested activities.
- ☐ Brainstorm on other possible activities suitable for your group.
- ☐ Determine the focus and target audience of events.
- ☐ Select activities for National Pollution Prevention Week.
- ☐ Empower a lead person to coordinate efforts.
- ☐ Develop checklists and deadlines.
- ☐ Assign tasks to group.
- ☐ Check out DTSC's Promotional Materials at www.dtsc.ca.gov/pollutionprevention/index/html
- ☐ Discuss getting a proclamation/resolution passed (see enclosed sample).
- ☐ Other:_____

JUNE

- ☐ Draft materials like contact letters, flyers, and proclamations.
- ☐ Order or purchase materials.
- ☐ Plan distribution methods.
- ☐ Secure locations to hold activities.
- ☐ Identify and obtain event/activity speakers.
- ☐ Further develop identified activities.
- ☐ Develop time lines.
- ☐ Assign tasks.
- ☐ Determine if sponsors are needed.
- ☐ Collect information to distribute during activities.
- ☐ Other:_____

JULY

- ☐ Start developing your promotional plan.
- ☐ Secure locations and speaker to hold events.
- ☐ **Contact the DTSC to update them about your P2 activities via e-mail to rludwig@dtsc.ca.gov or fax to Robert Ludwig at DTSC/OPPTD (916) 327-4494.**
- ☐ Contact other Pollution Prevention organizers in your region to discuss how you can work together, such as doing co-promotion & shared activities.
- ☐ Other:_____

AUGUST

- ☐ Put promotional plan into motion, such as distributing posters and developing press release packets.
- ☐ Meet with business and community groups to announce activities.
- ☐ Solicit volunteers to assist with events.
- ☐ Submit proclamation/resolution for approval.
- ☐ **Sign up for Western Regional P2 Network (WRPPN) Conference October 22-25 in Santa Barbara. ☎(408) 441-1195 or www.westp2net.org**
- ☐ Other:_____

SEPTEMBER

- ☐ Submit and follow up on requests for media coverage and proclamation.
- ☐ Organize and train volunteers.
- ☐ **September 16-22: Celebrate National Pollution Prevention Week!**
- ☐ **Sign up for WRPPN P2 Conference October 22-25 in Santa Barbara. ☎(408) 441-1195 x 4450 or www.westp2net.org**
- ☐ Other:_____

OCTOBER

- ☐ Thank those who helped organize and support your activities.
- ☐ Evaluate the success of your activities.
- ☐ Send copies of media coverage (newspaper articles, TV news coverage, etc) to the Department of Toxic Substance Control.
- ☐ Update press on the success of your events.
- ☐ **Send a completed P2 2002 Activities Award Application no later than October 16 to Robert Ludwig at rludwig@dtsc.ca.gov, fax: (916) 327-4494 or to: Robert Ludwig, DTSC/OPPTD, P.O. Box 806, Sacramento, CA 95812-0806**
- ☐ **Participate in WRPPN P2 Conference: October 21-25 in Santa Barbara.**

For more information on NP2W check out
DTSC's web page at www.dtsc.ca.gov/pollutionprevention/index.html
for the following information:

- ◆ "P2 Is On The Road" and "P2 Is In The Office" Factsheets
- ◆ "P2 Is In The House" Factsheet
- ◆ "P2 Is In The Garden" Factsheet
- ◆ P2 Poster (available in JPEG format)
- ◆ P2 Public Service Announcements (PSA) Scripts
- ◆ P2 Press Releases For Newspapers and Newsletters
- ◆ Compendium of 1997, 1999, 2000 and 2001 for P2 Activities

P2 RESOURCES: WHO TO CALL FOR HELP

- ☐ **Cal/EPA AGENCIES**
 - DTSC at **800-700-5854** or www.dtsc.ca.gov/pollutionprevention/index.html
 - California Integrated Waste Management Board at www.ciwmb.ca.gov
 - Water Resources Control Board's Storm Water P2 check out www.swrcb.ca.gov
 - Air Resources Board at www.arb.ca.gov or call **(800) END-SMOG**.
- ☐ **OTHER ORGANIZATIONS SUPPORTING P2!**
 - Arizona Department of Environmental Quality, ☎(602) 207-4179
 - Nevada Department of Environmental Protection, ☎(702) 687-4670
 - Hawaii Department of Health, ☎(808) 586-4226
 - Western Region P2 Network, ☎(408) 441-1195 x 4450 or www.westp2net.org
 - National P2 Roundtable, ☎(202) 466-P2P2, www.p2.org
 - Consortium of California P2 Committees, ☎(916) 324-2659
 - U.S. EPA P2 Library, Ben Goulet, goulet.ben@epa.gov, ☎(415) 972-3657